

KMGA Meeting Minutes (Amended April 22, 2011)

April 19, 2011

President Chuck Clinard
Vice President Dave Vernier
Secretary Curt Wiser
Board Members Jack Bullard Pete Farner
Director of Golf Steve Tyler
Greens Superintendent Rick Laux
City Manager Ken Collard **Business Manager** Thomas Skrobola
Parks and Recreation Frances Jewell
Economic Development Jerome Kisscorni
Greens Chair Quincy Franklin **Clerks Office** Scott Borling (Minutes)
City Commissioner Barbara Miller

- **Absent from meeting:** Quincy Franklin Dave Vernier Barbara Miller
- The meeting was called to order at 7:00 p.m. by Board President Chuck Clinard
- **The Minutes** of the March 15, 2011, meeting were amended to show:
It was moved by Tom Skrobola and seconded by Frances Jewell, and passed by the Board, that the minutes of the March 15, 2011 meeting be corrected to show that the board approved an annual payment, not to exceed \$22,500, for the lease of the grounds equipment approved by the board on March 15, 2011.

1. Business Manager's Report-Tom Skrobola

1. Tom Skrobola presented the statement of revenue and expenses for March, 2011, broken down course by course.
 - i. It was pointed out by Steve Tyler and Tom Skrobola that YTD revenues are down over \$50,000, primarily due to poor weather.
2. Steve Tyler reported that he had met with "Merchant Solutions" and is projecting a 1.5% decrease in the fee percentage for handling credit card transactions. Fees could be reduced further if the staff were able to increase more debit card, versus credit card, usage
 - i. Tom Skrobola pointed out that credit card companies will allow us to offer a discount for cash payments, but may not charge a "convenience" fee for credit card transactions

2. Greens Committee Chairman's Report-Rick Laux

1. Eastern Hills
 - i. The west 9 is now open and the water situation is better than in 2010
2. Red Arrow
 - i. Underwent a major tree trimming and there was still much clean-up remaining
 - ii. 4 greens need reseeding and should be back to normal by mid-May
3. Milham Park
 - i. The tarps in front of 4 greens should be removed by appx. April 27, 2011
 - ii. Steve Tyler reported that a substantial portion of the insurance payment for repair to the net at the driving range had been received and that repairs will begin shortly

3. Director of Golf Report

1. Report on Marketing Plan

1. The Marketing Committee presented it's Top 5 K.M.G.A Marketing Strategies. See attachment.
2. The number 1 recommendation of the committee was to pursue a liquor license at Milham Park. The committee will research this further and report back at the next meeting.
3. There was a lengthy discussion of pricing and it was determined that the Director of Golf will implement the pricing as outlined by the committee at his discretion
4. The discussion regarding advertising focused on measuring the effectiveness of any expenditures
 - i. It was moved by Frances Jewell and seconded by Tom Skrobola, and passed unanimously by the board, that the KMGGA spend \$4000 for advertising. Steve Tyler will provide \$2000 of the total \$4000. The marketing dollars are to be disbursed at the discretion of the marketing committee.
5. It was discussed that all marketing and public relations efforts should reflect the following:
 - i. That the quality of Milham Park's conditions are restored
 - ii. An emphasis should be placed on the "social" implications of KMGGA events. There was discussion regarding a "party" at Eastern Hills on the Saturday evening of the club championship and a new tournament called the "Tyler Trifecta" in which participants would play every single hole of all of the KMGGA courses over a Friday, Saturday and Sunday

2. Membership breakdown

1. Steve Tyler presented a report on Membership Trends & Fees. It showed that memberships peaked in 2000 at 846 and were at a low of 352 in 2010

3. Application for Sunday Sales

1. It was moved by Frances Jewell, seconded by Pete Farner and approved unanimously by the board to approve the purchase of a Sunday morning liquor license for Eastern Hills for \$160 annually

4. Discussion on blanket bond

1. The Director of Golf will purchase a blanket bond that allows up to 5 people to handle daily cash deposits for an annual premium of \$234

5. Red Arrow update

1. The Director of Golf has hired a full time employee to oversee Red Arrow. This person is being assisted in marketing and planning of minor improvements for the course

4. Old Business

1. Update on Director of Golf Contract
 - i. The goals presented in March are now for the KMGGA and will no longer be used as interim performance reviews for the Director of Golf
 - ii. The current contract expires December 31, 2011 and will not be renewed. The contract committee will continue to develop a new contract and a Golf Director Job Description for Board Review
 - iii. 3 options upon the expiration of the current contract were presented as follows:
 1. Renegotiate with the current Director of Golf under a new contract;
 2. Open up the process to interviews/presentations from qualified PGA individuals;
 3. Seek a golf management company to take over operations.

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It was pointed out by Board President and contract committee member, Chuck Clinard, that the current Director of Golf brings much value to the KMGA, including personal contacts in the Kalamazoo community, as well as the substantial investment in virtually all of the pro shop equipment and merchandise at both Milham Park and Eastern Hills.

It was discussed, with support from Jerome Kisscorni, Jack Bullard and Pete Farner, as well as the general sentiment of the Board, that Option #2 would be the best means in which to be certain that all viable Director of Golf options are considered.

5. New Business

1. It was moved by Tom Skrobola, seconded by Pete Farner and approved unanimously by the Board, that Board President Chuck Clinard sign the lease documents for the purchase of the grounds equipment approved at the March 15, 2011, meeting, with PNC Bank

6. Non-Agenda Items-None

The meeting was adjourned at 10:00 p.m.

Respectfully submitted, Curt Wisner, Secretary